

CPW JMW

ORDER

Print Date 05/06/21 10:40:51

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KLKN-TV
Lincoln NE

KLKN-TV

Orders

Order / Rev: 39308

Alt Order #: 27379239

Product Desc: Education Campaign

Estimate: 2411

Flight Dates: 05/21/21 - 05/27/21

Original Date / Rev: 05/06/21 / 05/06/21

Order Type: GENERAL

Primary AE: Katz Dallas

Sales Office: DALLS

Sales Region: National

Agency

Name: Ax Media

Buying Contact: _____

Billing Contact: _____

800 W. 47th St., Ste. 200

Kansas City, MO 64112

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: SAM Nebraska

Demographic: A50+

Product Codes: Issues/Propositions

Revenue Code 1: AGY

Revenue Code 2: POL

Revenue Code 3: POL-ISS

Priority: P-04

New Business Thru: _____

Advertiser External ID: _____

Agency External ID: _____

Unit Code: General

Order Separation: 00:30:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/26/21	05/27/21	7	\$2,125.00	\$1,806.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2021	7	\$2,125.00	\$1,806.25	0.00
Totals	7	\$2,125.00	\$1,806.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Katz Dallas			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLKN-TV	12%	\$2,125.00
Market	100%	\$17,708.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KFXL	0%	\$0.00
KGIN	0%	\$0.00
KHAS	0%	\$0.00
KHGI	0%	\$0.00
KHNE	0%	\$0.00
KLNE	0%	\$0.00
KMNE	0%	\$0.00
KOLN	0%	\$0.00
KPNE	0%	\$0.00
KRNE	0%	\$0.00
KSNK	0%	\$0.00
KTNE	0%	\$0.00
KUON	0%	\$0.00
KWBL	0%	\$0.00
KWNB	0%	\$0.00
KXNE	0%	\$0.00
KYNE	0%	\$0.00

UNKWN 88% \$15,583.33

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Order / Rev: 39308
 Alt Order #: 27379239
 Flight Dates: 05/21/21 - 05/27/21

Advertiser: SAM Nebraska
 Product Desc: Education Campaign
 Estimate: 2411
 KLKN-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KLKN	05/25/21	05/25/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	-T-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/24/21	05/30/21	-T-----		1				\$300.00		0.00			
N 2	KLKN	05/26/21	05/26/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	--W----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/24/21	05/30/21	--W----		1				\$300.00		0.00			
N 3	KLKN	05/27/21	05/27/21	Ch 8 News at 10p M-F Ch 8 News at 10p M-F Channel 8 Eyewitness News At Ten	CM	10p-1035p	---T---	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/24/21	05/30/21	---T---		1				\$300.00		0.00			
N 4	KLKN	05/23/21	05/23/21	Ch 8 News Sun at 10p Ch 8 News Sun at 10p Channel 8 Eyewitness News At Ten	CM	10p-1035p	-----S	:30	1	\$325.00	P-04	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	-----S		1				\$325.00		0.00			
N 5	KLKN	05/21/21	05/21/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	----F--	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/17/21	05/23/21	----F--		1				\$300.00		0.00			
N 6	KLKN	05/24/21	05/24/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	M-----	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/24/21	05/30/21	M-----		1				\$300.00		0.00			
N 7	KLKN	05/27/21	05/27/21	Ch 8 News at 6p M-F Ch 8 Eyewitness News 6p Channel 8 Eyewitness News At Six	CM	6p-630p	---T---	:30	1	\$300.00	P-03	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		05/24/21	05/30/21	---T---		1				\$300.00		0.00			
													Totals	7	\$2,125.00



125 West 55th St
New York, NY 10019

Contract # 27379239 **Changes as of:** 5/6/2021 at 10:14 AM **Version:** Current State Version 1
CPE: 132/215/2411 **Flight:** 5/21/21 - 5/27/21 **Station:** KLKN
Agency: Ax Media **Advertiser:** SAM Nebraska **Market:** Lincoln&Hshg-Krnv-Pis DMA
Product: Education Campaign **Office:** DALLAS
Agency Order #: 10657178 **Buyer:** Fernie, Taylor **Service:** Nielsen
Salesperson: EVAN BLASOR **Primary Demo:** Adults 55+ **Total Spots:** 7
214-525-2618 **Assistant:** EVAN BLASOR **214-525-2618** **Total CPP:** \$71.55
Traffic #: 39308 **Total GRP:** 29.7

Comments: New Order 5/6/21 - The new order will run Fri 5/21 - Thu 5/27. Please confirm the new order ASAP & alert me of any pre-empts. Thank you!

Please include [SCI] and estimate number on all invoices. We are set up to receive invoices electronically: TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R114861, Marketron #184659, Spoddata #2095; Separation: 30

#	Day/Time	DP	Program	Rate	A55P Rating	Len	5/21 - 5/27							Total Spots	Total \$	CPP*	GRP*
							5/21	5/22	5/23	5/24	5/25	5/26	5/27				
1	F-M-Th 10p-10:35p		Channel 8 Eyewitness News At Ten	\$300.00	3.7	30	0	0	0	0	1	1	1	3	\$900.00	\$81.08	11.1
2	Su 10p-10:35p		Channel 8 Eyewitness News At Ten	\$325.00	4.8	30	0	0	1	0	0	0	0	1	\$325.00	\$67.71	4.8
3	F-M-Th 6p-6:30p		Channel 8 Eyewitness News At Six	\$300.00	4.6	30	1	0	0	1	0	0	1	3	\$900.00	\$65.22	13.8
TOTALS:							1	0	1	1	1	1	2	7	\$2,125.00	\$71.55	29.7



125 West 55th St
New York, NY 10019

Contract # 27379239 Changes as of: 5/6/2021 at 10:14 AM Version: Current State Version 1
CPE: 132/215/2411 Flight: 5/21/21 - 5/27/21
Agency: Ax Media Advertiser: SAM Nebraska
800 W. 47th Street Product: Education Campaign
Suite 200 Agency Order #: 10657178
Kansas City, MO 64112 Buyer: Fernie, Taylor
Salesperson: EVAN BLASOR
214-525-2618
Separation: Primary Demo: Adults 55+
Assistant: EVAN BLASOR
214-525-2618
Con Type: POLITICAL/VOTE
Total Spots: 7
Total CPE: \$71.55
Total GRP: 29.7
Traffic #: 39308

Special Instructions

Order Level Comments

Date/Time	Added by	Comment
05/06/21 10:14 AM	System	Notice Received.
05/06/21 9:56 AM	EVAN BLASOR	Please include ISCI and estimate number on all invoices. We are set up to receive invoices electronically. TVInvoices ID #9916670 or TV16670, RadioInvoices ID #9914861 or R14861, Marketron #184659, Spodata #2095, Separation: 30

Competitive Information	
Market Budget:	\$17,708
KLKN Share:	12%
Comment:	Share per buyer
Unknown:	88%

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
Total	100%	7	\$2,125.00	\$71.55 29.7

Monthly Summary		
Month	Spots	Dollars
2021-May	7	\$2,125.00
Total	7	\$2,125.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	5/6/21 10:04 AM					\$0	\$0	
New	5/6/21 9:46 AM	EVAN BLASOR	Confirmed	7		\$2,125.00	\$2,125.00	

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES, CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.